



LEADERSHIP STORYTELLING IN CRISIS

Presented by
AMEEN HAQUE



LEARN ANYTIME AND ANYWHERE!



SAVE
COST



SAVE
TIME



STAY
SAFE



STAY
AHEAD

INTRODUCTION

Communication assumes utmost importance during a crisis.

Throughout history, leaders have used the power of storytelling to create a narrative of change and help teams navigate tough times. In this workshop leaders will learn the time-tested method of how to lead with a story.

LEARNING OBJECTIVES

Upon completing the webinar, participants will be able to:

- Learn how to lead with a story
- Know the elements that go into a change story
- Create a change story for their organization



The reality is; **people remember stories but forget data and numbers.** Facts and data don't shift behaviours. Stories do.

"Our actions are
shaped by our beliefs.
And our beliefs,
by the stories we buy into"
- Ameen Haque

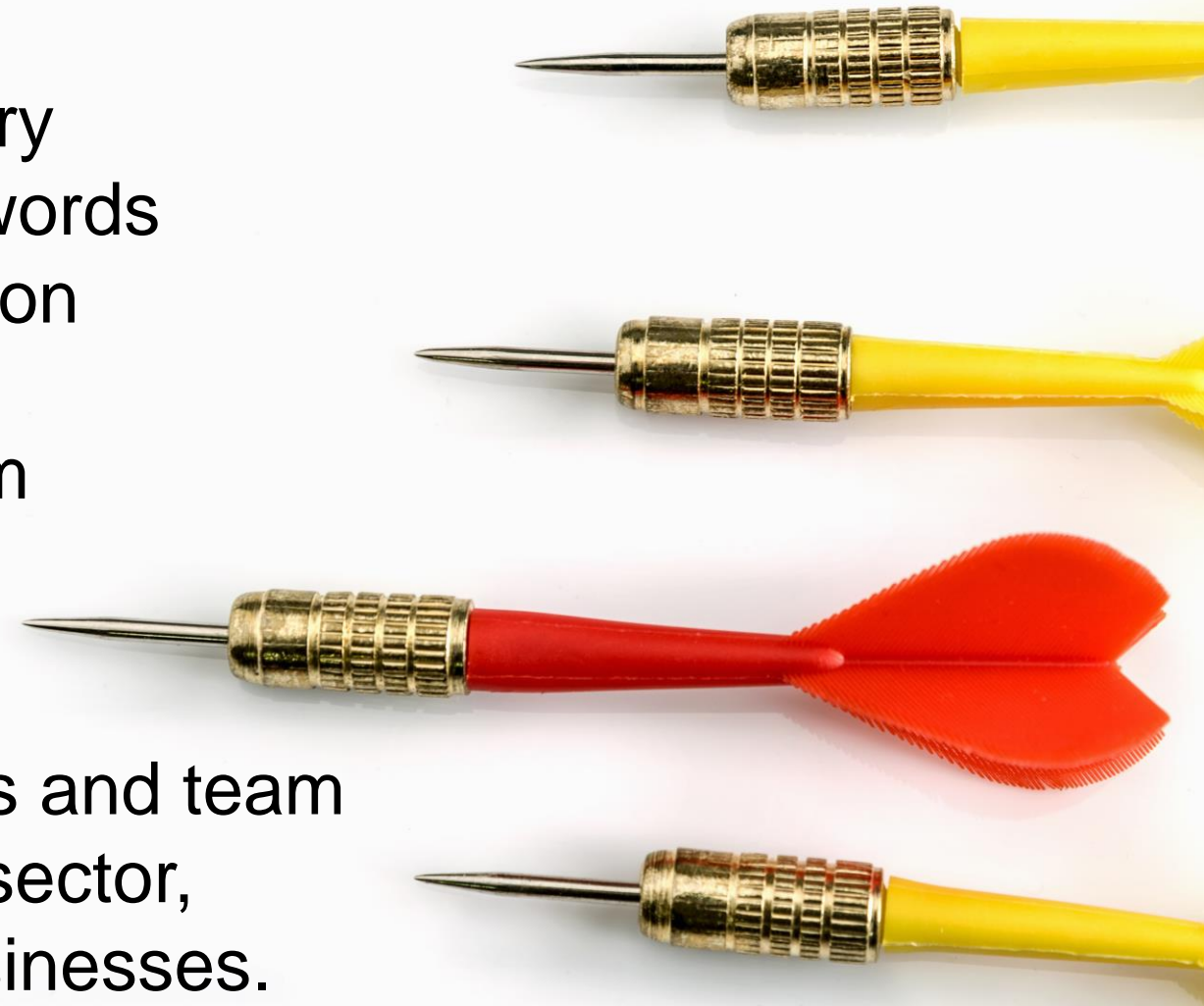


COURSE OUTLINE

1. Elements of a crisis leadership story
2. Leading with actions and not just words
3. How to build an authentic connection
4. Reassure before you Re-imagine
5. The criticality of hope and optimism

TARGET AUDIENCE

People in leadership roles, managers and team leaders working in corporate, social sector, government or running their own businesses.



TARGET AUDIENCE

Suitable for

- **Anyone in from middle manager to the CEO who needs to sell a brand**
- **Organizations that would like to shape a culture that gives purpose and meaning**
- **Leaders who would like to build team spirit and team cohesion through impactful stories.**



COURSE LEADER PROFILE

Ameen Haque is a story coach, Innovation consultant and diversity champion. He has coached leaders, innovators, teachers and change makers and helped them leverage the power of stories at some of the finest Fortune 500 companies. His work in consulting, advertising and theatre has helped him understand human nature and how to influence it. He holds a graduate degree in Business Administration and followed that up with a program in Advertising Media Planning from MICA.





Subsequently, he has attended a Management Development Program on Luxury Management at IIM-A. Starting at Ogilvy, Ameen has worked for over 20 years in Advertising, Marketing and Brand Strategy Consulting in a range of firms like McCann-Erickson, Madura Garments, Ogilvy and Futurebrands. He loves telling stories to children and playing Table Tennis.

EXPERTISE



- Story Coach
- Brand Strategy
- Leadership
- Teacher Training
- Business Storytelling
- Story Structures
- Gender, Diversity and
- Inclusion
- Innovation
- Stories in Education
- Change Management

WHAT PEOPLE SAID ABOUT AMEEN HAQUE



“Storytelling has never been made so simple and easy before. The leadership team joins me in thanking you for a very engaging session on crafting fascinating stories”

MAYANK BHATNAGAR (Director – HR, GE)

“Ameen's work is spectacular. India's #1 business storyteller. Incredible range - from sophisticated high tech to transforming primary education. His intellect is only matched by a depth of heart and soul. A gracious and generous human. And a masterful performance storyteller”

MICHAEL MARGOLIS (CEO, Get Storied | Narrative Strategist to Heads of Product, Design, & Innovation | CEO, Co-founder, Choco Libre Los Angeles, California The



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